

Fig. 1a

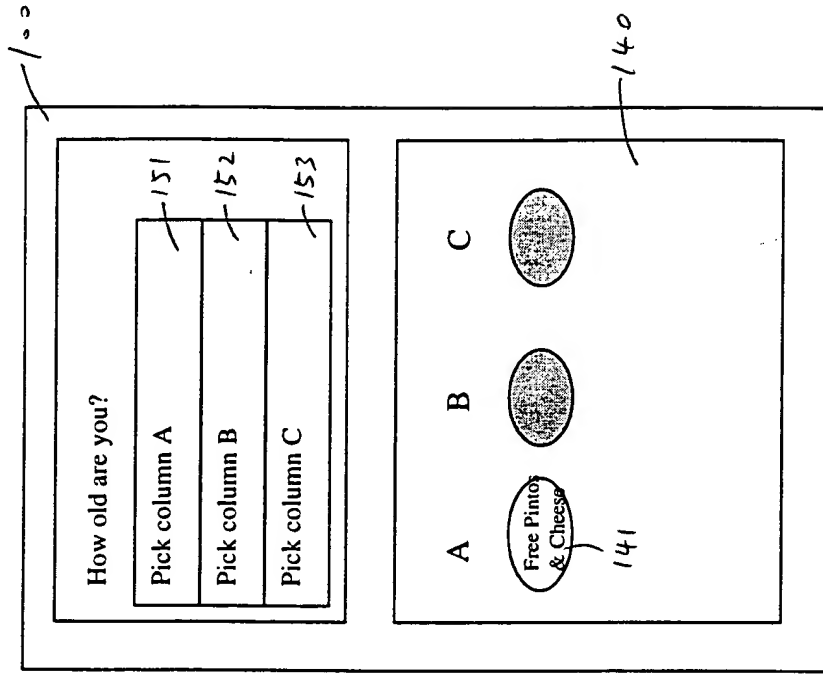


Fig. 1b

200

210

211

How old are you?

130

- A. 5-10 221a
- B. 11-20 221b
- C. 21-40 221c
- D. 41 and older 221d

212

Which is most important to you?

- A. Taste 222a
- B. Health 222b
- C. Bran 222c
- D. Fun 222d

213

What is more important to you?

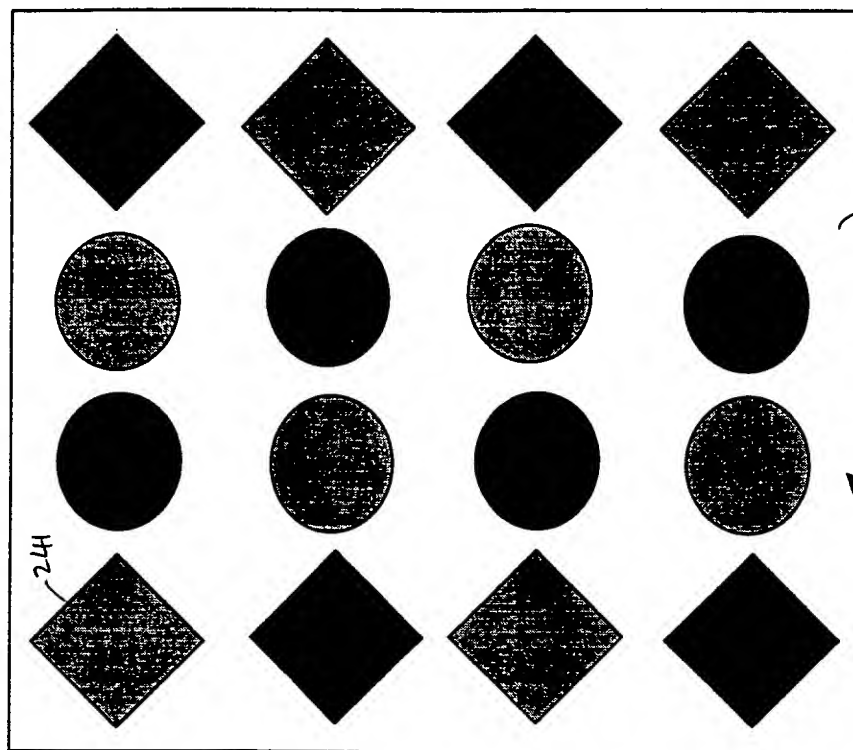
- A. Price 223a
- B. Quantity 223b
- C. Premiums 223c
- D. Recipes 223d

214

What brand do you usually buy?

- A. Post 224a
- B. Kellogg's 224b
- C. General Mills 224c
- D. Quaker 224d

Question Field



240

Answer Field

Fig. 2a

210

200

How old are you?

A 5-10

B 11-20

Row 1 or 4

D 41 and older

Which is most important to you?

A Taste

Even Row

C Bran

D Fun

What is more important to you?

Black

B Quantity

C Premiums

D Recipes

What brand do you usually buy?

Diamond

B Kellogg's

C General Mills

D Quaker

50¢ off  
Post®  
Grape Nuts®

240

Answer Field

Question Field

Fig. 2b

310

What is the capital of the United States? — 311

- A. New York — 321a
- B. San Francisco — 321b
- C. Washington, D.C. — 321c
- D. Chicago — 321d

324

Who is buried in Grant's tomb? — 312

- A. Lincoln — 322a
- B. Washington — 322b
- C. Jefferson — 322c
- D. Grant — 322d

322

What is the capital of the United States? — 313

- A. New York — 323a
- B. Washington, D.C. — 323b
- C. San Francisco — 323c
- D. Chicago — 323d

323

Who is buried in Grant's tomb? — 314

- A. Lincoln — 324a
- B. Washington — 324b
- C. Jefferson — 324c
- D. Grant — 324d

324

Question Field

300

341aa

341ad

340

341da

341dd

Score Field

Fig. 3a

Fig. 3b

310

What is the capital of the United States? — 311

A: New York

B: San Francisco

Row 3 or 4

D: Chicago

Who is buried in Grant's tomb? — 312

A: Lincoln

B: Washington

C: Jefferson

Even row

What is the capital of the United States? — 313

A: New York

B: Washington, DC

Column 1 or 2

D: Chicago

Who is buried in Grant's tomb? — 314

A: Lincoln

C: Jefferson

Odd column

D: Grant

300

Score Field

340

50/100

341da

Question Field

310

What is the capital of the United States?

A. New York  
B. San Francisco  
C. Chicago  
D. Washington

Row 3 or 4 — 351c

Who is buried in Grant's tomb?

A. Lincoln  
B. Washington  
C. Jefferson  
D. Grant

Even row — 352d

What is the capital of the United States?

A. New York  
B. San Francisco  
C. Chicago  
D. Washington

Column 3 or 4 — 353b

Who is buried in Grant's tomb?

A. Lincoln  
B. Washington  
C. Jefferson  
D. Grant

Even column — 354d

Question Field

300

341aa

100/100

341dd

340

Score Field

Fig. 3c

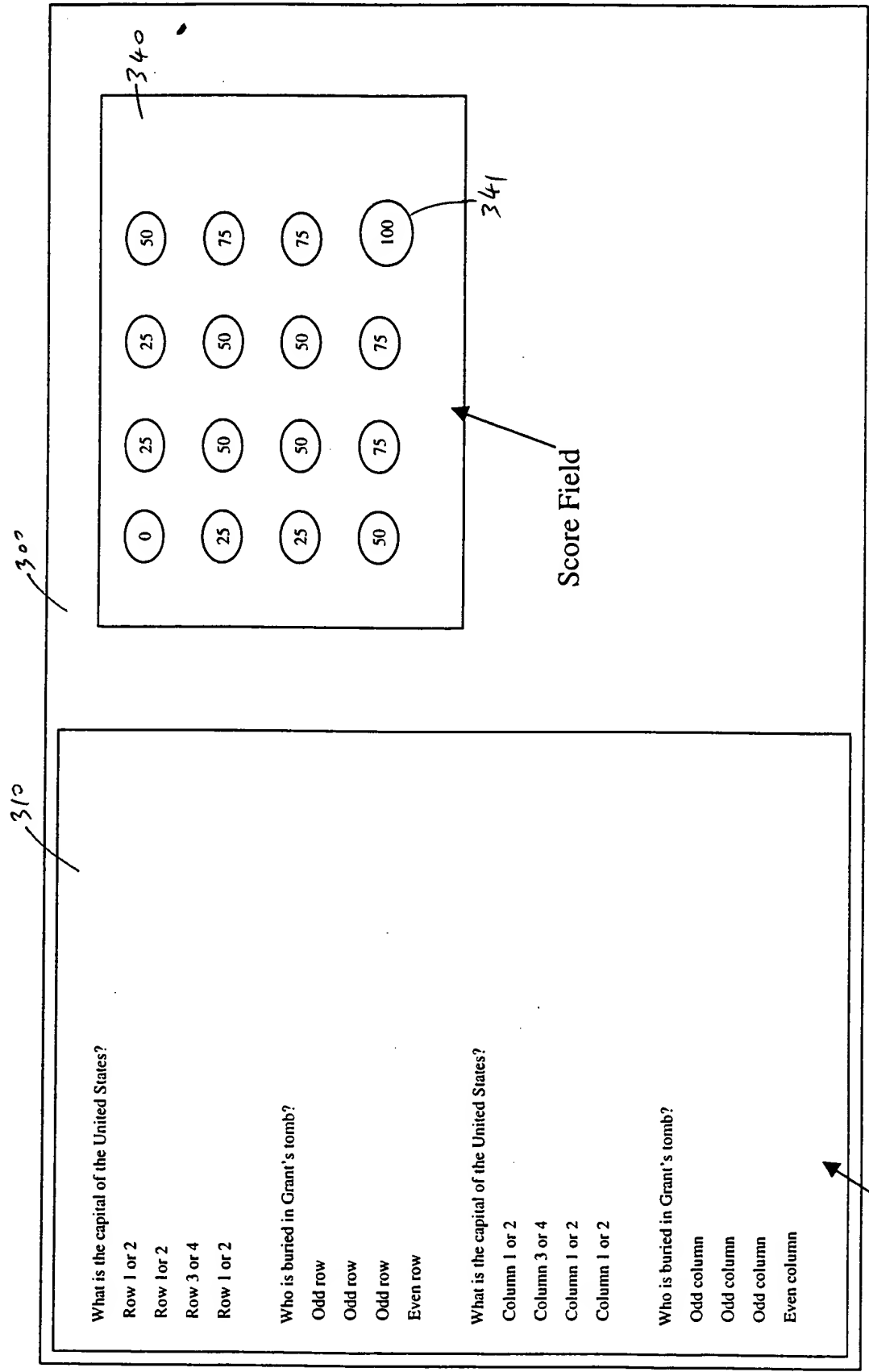


Fig. 3d

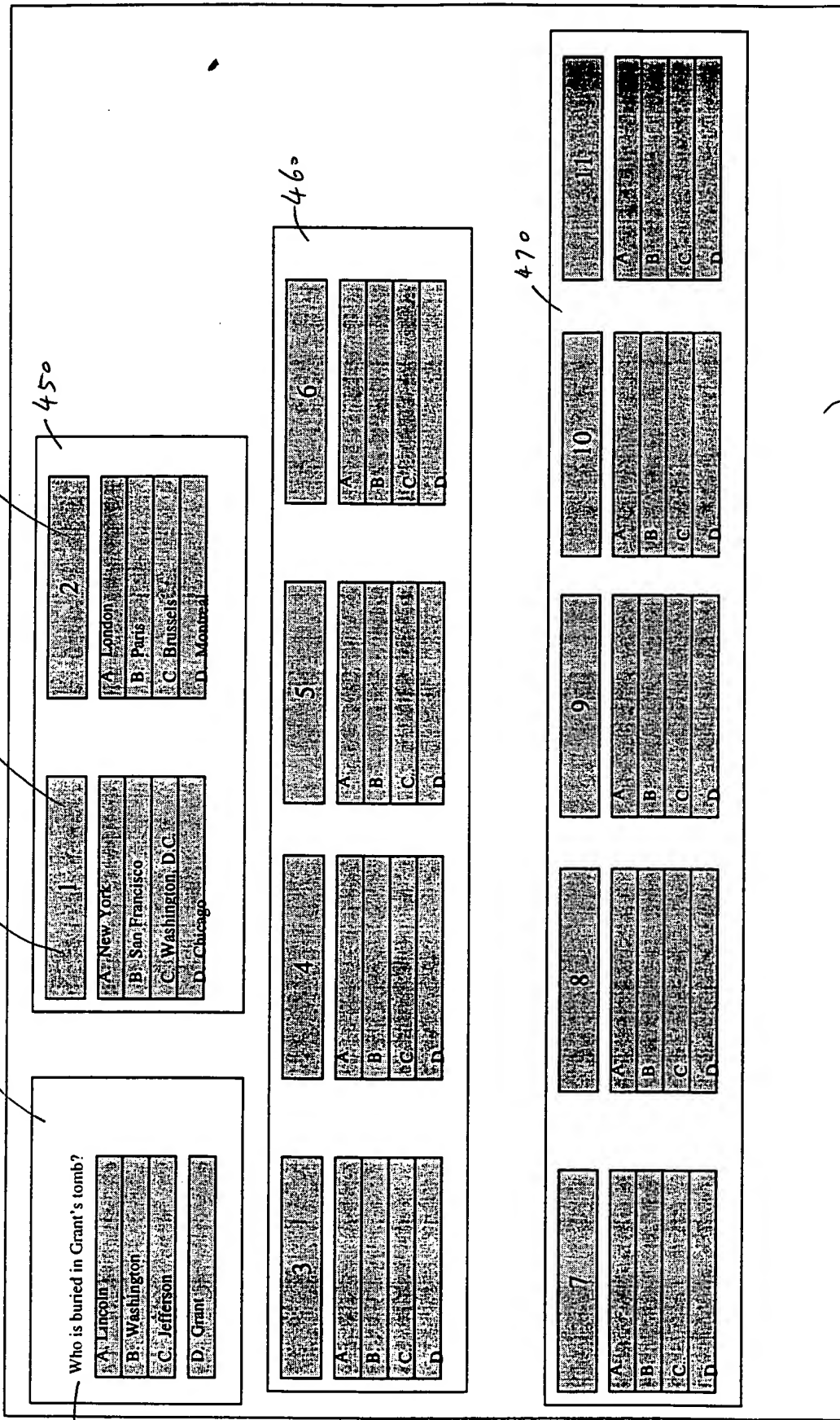


Fig. 4a



410	450	460	470	Score	
<p>Who is buried in Grant's tomb?</p> <p>A. Lincoln B. Washington C. Jefferson D. Grant</p>	<p>What is the capital of the United States?</p> <p>Choose 3 A. San Francisco Choose 4 D. Chicago</p>	<p>What is the capital of France?</p> <p>Choose 5 C. Brussels Choose 6 D. Montreal</p>	<p>Choose 7 (wrong) B Choose 4 (right) D</p> <p>Choose 8 (wrong) B Choose 5 (right) D</p> <p>Choose 9 (wrong) A Choose 6 (right) C</p> <p>Choose 10 (wrong) D</p> <p>Choose 11 (right) B</p>	<p>Choose 7 (Wrong) 10 A Choose 4 (Right) 10 C</p> <p>Choose 8 (Wrong) 20 B Choose 5 (Right) 30 D</p> <p>Choose 9 (Wrong) 50 A Choose 6 (Right) 60 C</p> <p>Choose 10 (Right) 80 A Choose 7 (Wrong) 70 C</p> <p>Choose 11 (Right) 100 A Choose 8 (Wrong) 90 C</p>	400

Fig. 4b

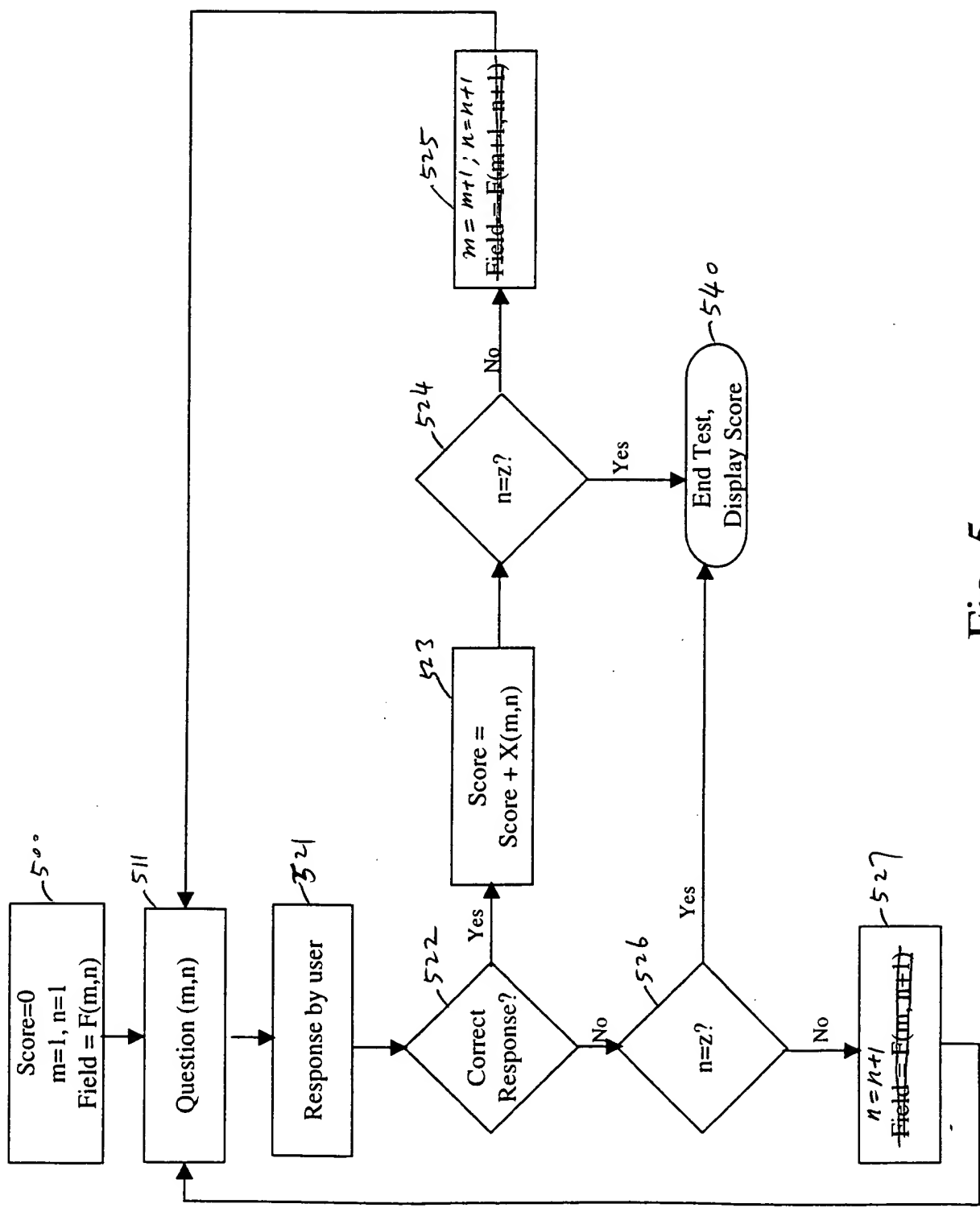


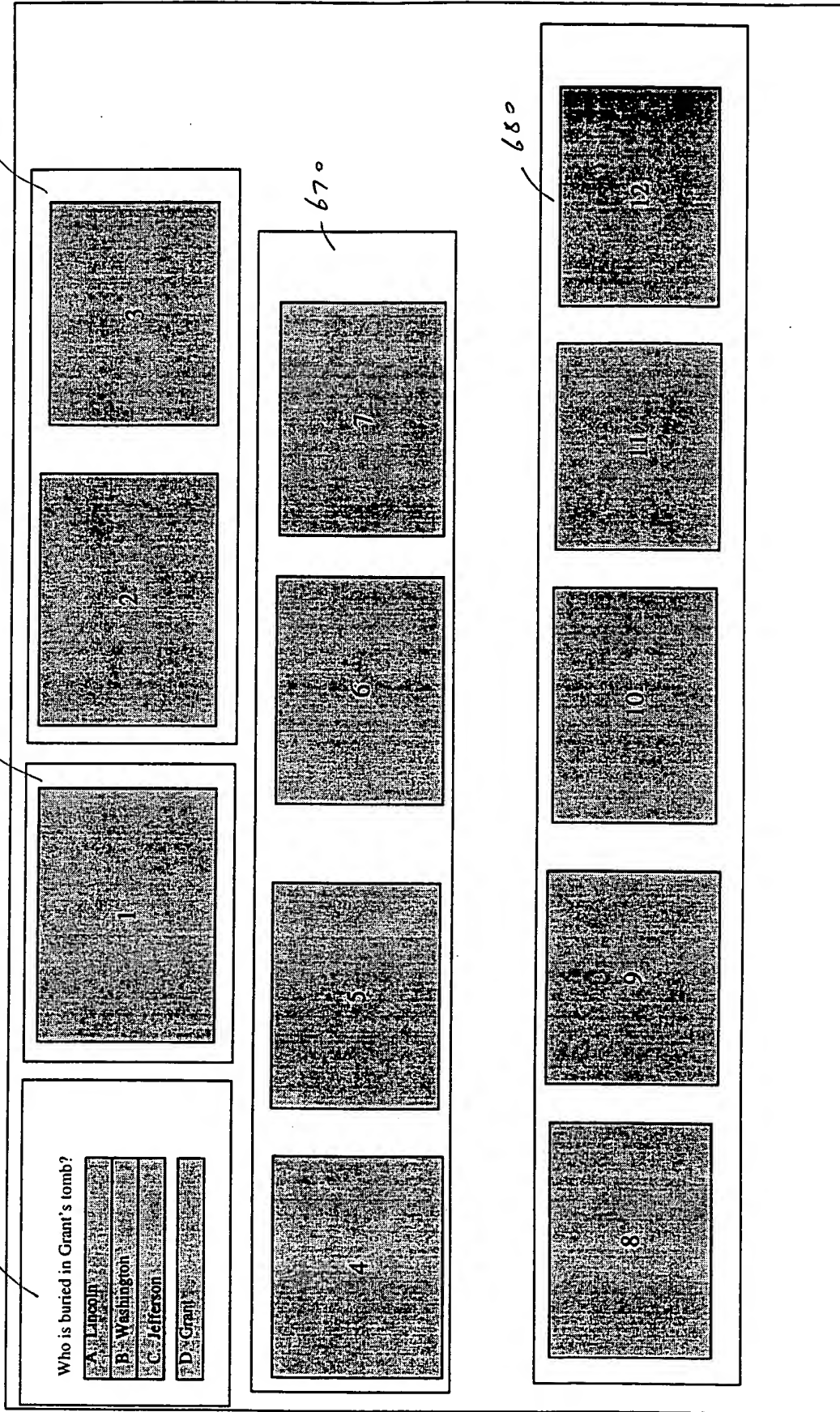
Fig. 5

Fig. 6

660

650

610



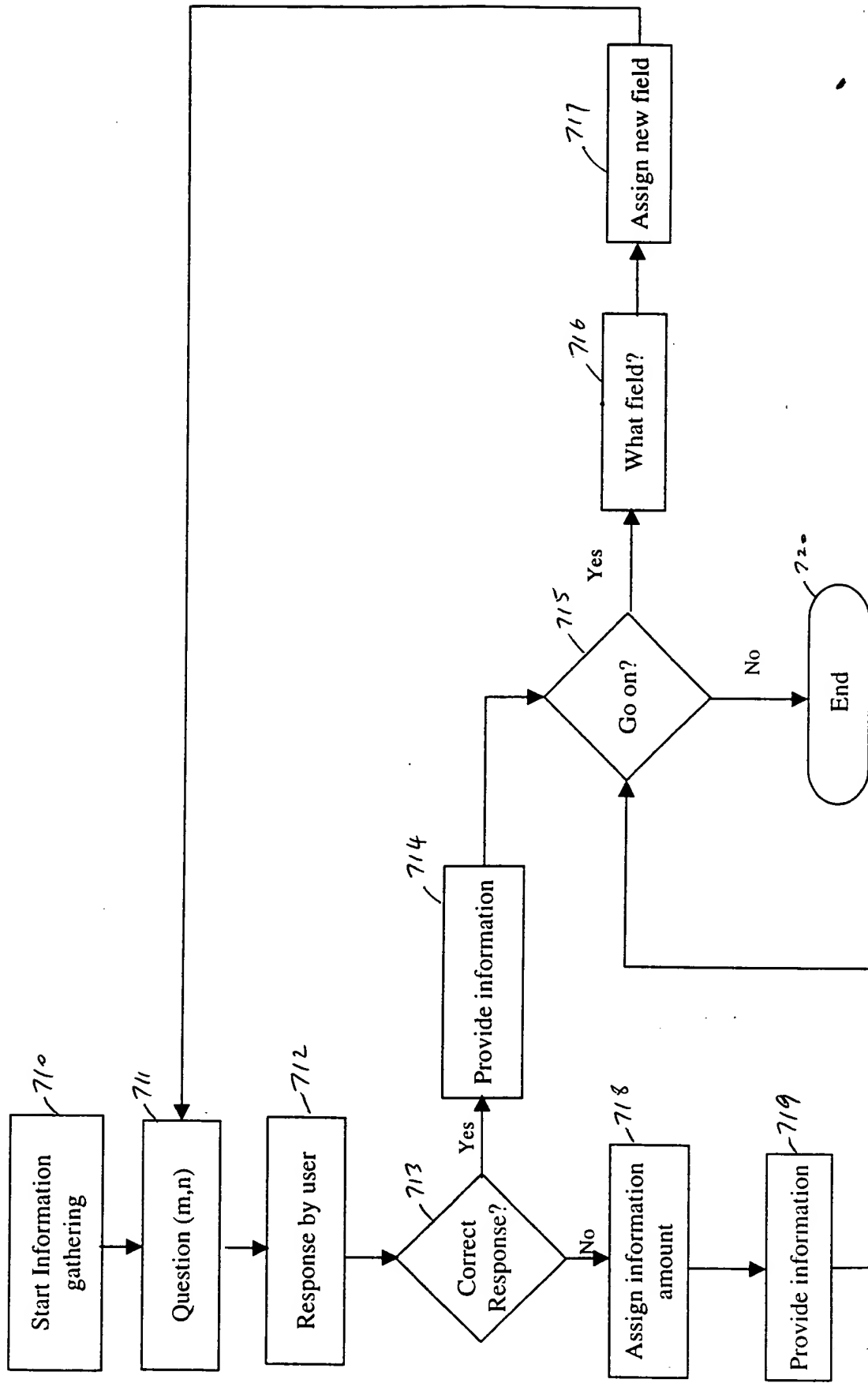


Fig. 7

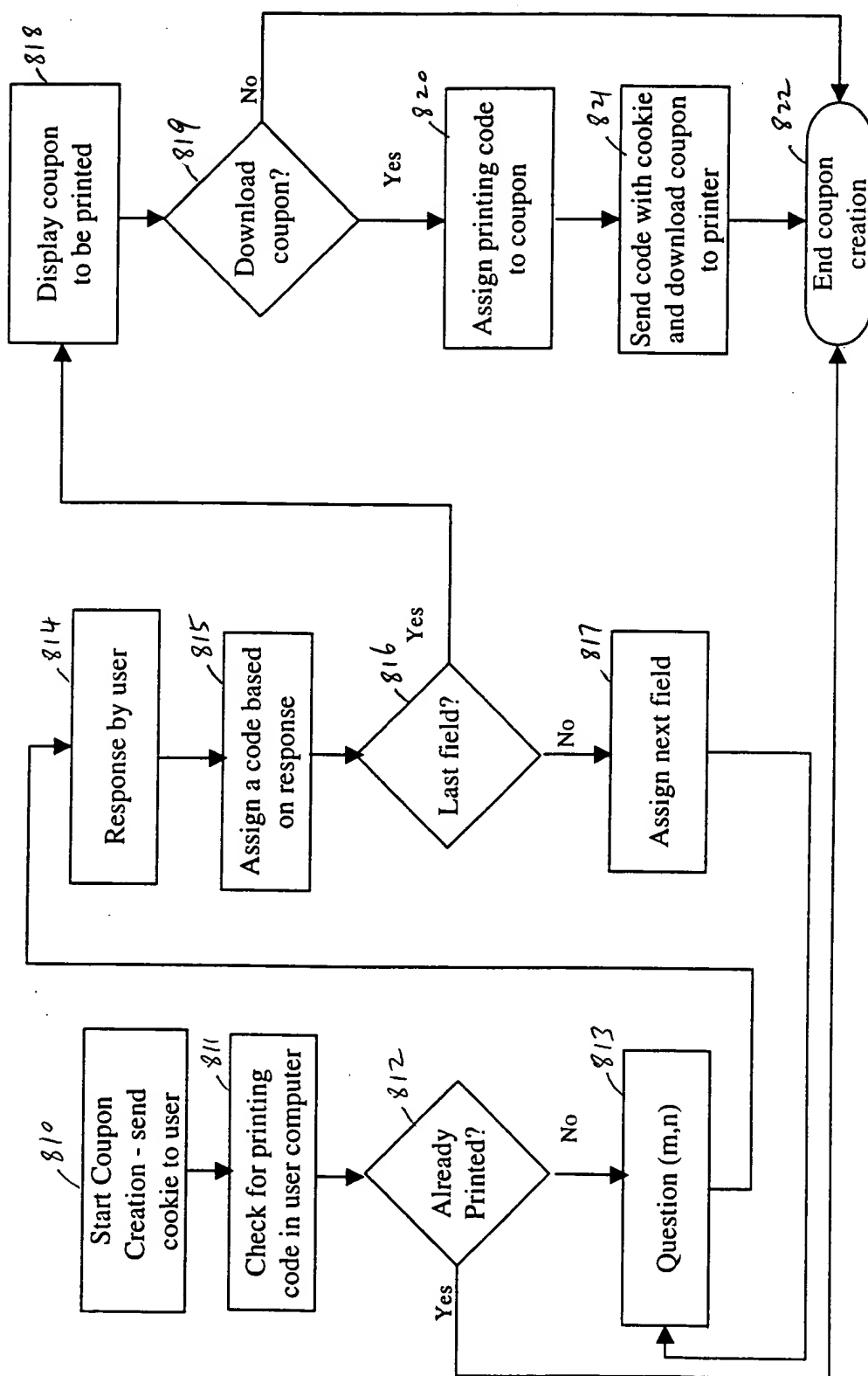


Fig. 8